RECOMMENDATION

INCREASE ITEMS STOCKED TO INCLUDE GENERIC (DORALS) AND SUB-GENERIC (STERLING AND MAGNA) BRANDS TO OFFER A LOWER PRICED ITEM TO CUSTOMERS.

MAINTAIN FULL PRICE DOLLAR AMOUNT MARK-UP ON LOWER PRICE ITEMS WHICH WILL MAINTAIN PER UNIT PROFIT AND INCREASE PERCENTAGE MARK-UP. THE LOWER PRICE SUPPORTED BY RJR PLACEMENT OF PRICE REDUCTION STICKERS WILL FURTHER INCREASE PROFITS THROUGH INCREASED UNIT SALES.

51847 6278

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

RJR ACCOUNT SERVICE PROGRAM

RJR WILL SERVICE EACH LOCATION A MINIMUM OF ONCE PER MONTH AND CONDUCT THE FOLLOWING ACTIVITIES:

* PRODUCT ROTATION

* CHANGE DISPLAY LOAD EVERY OTHER MONTH

* PRICE REDUCE ALL GENERIC AND SUB-GENERIC ITEMS AND REIMBURSE EACH LOCATION THE VALUE OF THE PRICE REDUCTION BY DRAFT WHEN THE PRICE REDUCTION STICKERS ARE APPLIED

* WHEN PROGRAM IS AVAILABLE, PRICE REDUCE APPROPRIATE FULL PRICE ITEMS AND REIMBURSE EACH LOCATION

51847 6279

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

R.J. REYNOLDS TOBACCO COMPANY

DISPLAY AGREEMENT FOR NEWS EMPORIUM, INC.

1. R.J. REYNOLDS TOBACCO COMPANY AGREES TO OFFER AN INITIAL MONTHLY PAYMENT RATE FOR 1992 AS FOLLOWS:

DISPLAY A: TWO TIER (60 PACKS) - 16" WIDE X 7" DEEP X 16¾" HIGH

DISPLAY B: THREE TIER (90 PACKS) - 16" WIDE X 7" DEEP X 22" HIGH

PAYMENT WILL BE BASED ON THE NUMBER OF DIFFERENT PRICING CATEGORIES (I.E. FULL PRICE, GENERIC, SUB-GENERIC) OF RJR BRANDS ON DISPLAY.

MONTHLY RATE

	DISPLAY "A"	DISPLAY "B"
1. ONE PRICE CATEGORY	$110.00	$115.00
2. TWO PRICE CATEGORIES		$125.00
3. THREE PRICE CATEGORIES		$140.00

2. DISPLAY LOCATION WILL BE NEXT TO THE REGISTER

3. RJR TO PLAN-O-GRAM THE DISPLAY

51847 6280

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

4. PACKAGE SIGNAGE TO CORRESPOND TO DISPLAYED PRODUCT. RJR DISPLAY AND DISPLAY ADVERTISING WILL BE EXCLUSIVE.

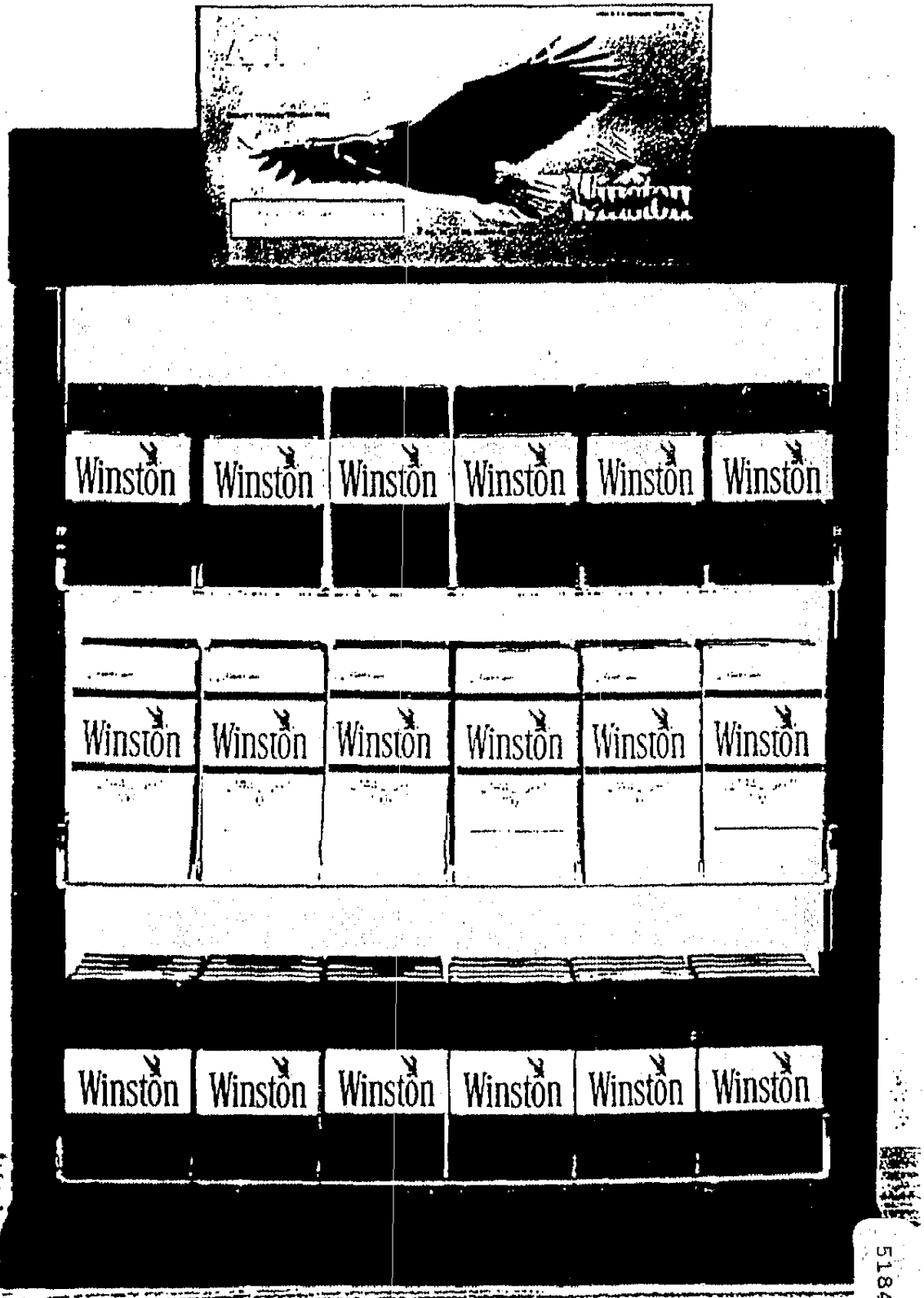
5. **DISPLAY B** - UTILIZING OPTION #2 AND #3 REQUIRES SEPARATE ADVERTISING AND PRICING ON THE DISPLAY PER PRICE CATEGORY.

JULIE MORRISSETTE
NEWS EMPORIUM, INC.

DAWN J. HOLLAND
R.J. REYNOLDS TOBACCO CO.

51847 6281

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000



51847 6282

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

R.J.Reynolds Tobacco Co.

CHAIN AUTHORIZATION

PROMOTION	CHAIN
NEW DORAL NON-FILTER	[illegible] [illegible] [illegible] DALZIEL RD LINDEN, N.J. 07036

FROM: DAWN HOLLAND S.A.M. 1228

TO: RJR DIVISIONS	DIVISION SALES PERSONNEL

SIS REPORTING

AUTHORIZED FOR STORE NO.'s

BRAND ASSORTMENT

QUANTITY	BRAND	LINE NO.
2	DORAL NON-FILTER	

2 TOTAL CARTONS

CHAIN AUTHORIZATION

Name: [signature]

Title: [signature]

Date:

Distribution Date: 3/2/92

Supplier:

Display Date: 3/2/92

Payment: ______ HQ ______ Store

SPECIAL INSTRUCTIONS:

51847 6283

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

R.J.Reynolds Tobacco Co.
[illegible] Form 5470 – 12/90

CHAIN AUTHORIZATION

PROMOTION	CHAIN
New Camel Wides PCD + Carton PRODUCT	[illegible] RD [illegible] 07034

FROM: DAWN HOLLAND S.A.M. 1228

TO: RJR DIVISIONS

DIVISION SALES PERSONNEL

SIS REPORTING

AUTHORIZED FOR STORE NO.'s

BRAND ASSORTMENT

QUANTITY	BRAND	LIKE NO.
3	Camel Filter Wides	
3	Camel Light Wides	
6	TOTAL CARTONS	

CHAIN AUTHORIZATION

Name: [illegible]

Title: [illegible]

Date:

Distribution Date: 3/2/92 – 4/30/92

Supplier:

Display Date:

Payment: HQ Store

SPECIAL INSTRUCTIONS:

51847 6284

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

R.J.Reynolds Tobacco Co.
RJRT Form 6476 - 12/86

CHAIN AUTHORIZATION

PROMOTION

Sterling Brands

CHAIN

News Emporium
Benjamin Books INC
330 Daiziel RD
Linden, N.J. 07036

FROM: Dawn Holland S.A.M. 1228

TO: **RJR DIVISIONS**

3926
1230

DIVISION SALES PERSONNEL

SIS REPORTING

AUTHORIZED FOR STORE NO.'s

BRAND ASSORTMENT

QUANTITY	BRAND	UPC NO.
3	Sterling 100	
3	Sterling LT 100	
3	Sterling M 100	
3	Sterling M LT 100	
12	TOTAL CARTONS	

CHAIN AUTHORIZATION

Name: _____

Title: _____

Date: _____

Distribution Date: 4/1/92

Supplier: _____

Display Date: 4/1/92

Payment: _____ HQ _____ Store

SPECIAL INSTRUCTIONS:

Place Product in New Permanent counter Display

51847 6285

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000

R.J.Reynolds Tobacco Co.
RJRT Form 5470 - 12/89

CHAIN AUTHORIZATION

PROMOTION

Doral Brands

CHAIN

News Emporium
Benjamin Books INC.
330 Dalziel RD
Linden, NJ 07036

FROM: Dawn Holland S.A.M. 1228

TO: **RJR DIVISIONS**

3926
1230

DIVISION SALES PERSONNEL

SIS REPORTING

AUTHORIZED FOR STORE NO.'s

BRAND ASSORTMENT

QUANTITY	BRAND	LINE NO.
3	Doral King LTS	
3	Doral 100 LTS	
3	Doral m LTS	
3	Doral m LTS/100	
12	TOTAL CARTONS	

CHAIN AUTHORIZATION

Name: _____

Title: _____

Date: _____

Distribution Date: 4/1/92

Supplier: _____

Display Date: 4/1/92

Payment: _____ HQ _____ Store

SPECIAL INSTRUCTIONS:

51847 6286

Source: https://www.industrydocuments.ucsf.edu/docs/pyhy0000